

ABSTRACT OF THE INVENTION

A method and system of using a server to facilitate a transaction between a subscriber and providers for a right to advertise to the subscriber is disclosed. The server is configured to have access to a profile database storing a set of information regarding the subscriber. The

5 method comprises the steps of connecting the subscriber to the server, generating an identifier to specify the subscriber, retrieving from the profile database at least a set of information regarding the subscriber with the identifier, forwarding the retrieved information to the providers, receiving an offer from the providers, the offer being responsive to the information of the subscriber, accepting an offer from the providers based on given criteria, and forwarding the buyer's

10 advertisement to the subscriber.

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